

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. II. NEW YORK, AUGUST 15, 1889. No. 3.

In preparing for the approaching Season,
JUDICIOUS ADVERTISERS

Realize that

The New York World

Carries more weight as

AN ADVERTISING MEDIUM,

Than any Two other Newspapers.



ITS POPULARITY STEADILY INCREASES,

As shown by

Its Unprecedented Record of Advertisements printed:

1885, Printed Monthly.....	37,399
1887, " "	50,199
1889, 7 Months, "	58,069

With CONSTANTLY INCREASING CIRCULATION, its influence is spreading, with corresponding benefit to advertisers:

1885, Daily Average Circulation, - -	140,387
1887, " " " - -	228,465
1889, " " " - -	<u>345,176</u>

All Comparisons made with other Newspapers of

"RATES TO RESULTS,"

Show 50 % to 200 % and over in favor of

The World!

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No. 3.

DOES ADVERTISING PAY?

Does advertising pay? is a question often asked, and the answer must always be: It depends on what you have to give notice about; how important it is to you that the notice be given; that is, what advantage to you can reasonably be expected to result from such notice being given; and the probable expense of so spreading the information to be conveyed among the people from whom you hope to derive an advantage from the dissemination of the information. If the probable cost of the information being spread abroad will exceed the probable value to you of having it so published then advertising will not pay.

A man having lands, securities, merchandise or talents which he is willing to sell, exchange, or loan, hoping to acquire thereby money or other property more useful to him, can only expect to affect the exchange with some person who has become informed that he possesses the articles to be exchanged and that he wishes to exchange them.

This information is usually conveyed by word of mouth. Is talked over by neighbors and friends. A homestead is to be sold because the family means are too limited now to permit of living in the old home. A few friends are spoken to about it. An appraisal of its value is arrived at. An old-time acquaintance decides to take the property. The deed is given. A notice of the transaction appears in the newspaper, and then it appears that more than one neighbor, more than one stranger who have for years cast longing eyes upon this desirable plot, this comfortable mansion; would have gladly paid for its possession a handsome advance upon the price at which it had been sold, but refrained from making an offer fearing to give offence by asking old residents to make merchandise of the home of a childhood, the scene of recollections connected with parents, brothers, sisters—the whole past.

If the seller had inserted a notice in the newspaper that he desired to sell; if the disappointed, would-be purchaser had announced a wish to buy, in a similar way, describing the sort of place wanted, then by this more general diffusion of information, both would have been benefited to an amount worth considering, at a cost not considerable.

We supplement what we have told to our acquaintances by writing, perhaps, to others whom we do not so often meet. If the number of this class is considerable, it is not uncommon to prepare a printed circular, which may be sent by mail or messenger. All this confines the spread of the information to those you yourself know, or those who happen to come in contact with those whom by your efforts have become possessed of the information.

One of these circulars, if posted up in a public place, may, and probably will, be read by persons not known to the writer or his friends. If printed in the newspaper, it is there likely to meet the eyes of yet other strangers, and as among all people the number of persons whom they do not know greatly outnumbers those they do, it follows that a customer for anything which is to be sold, or the owner of any specially desirable thing to be bought, is more likely to be a stranger than an acquaintance. Consequently, in giving notice of what you wish to buy or sell, it is best not to forget the larger class. You need not be less than thorough in the distribution of your information among your friends. You must (from the nature of the case) be less than thorough in informing the world outside, but you should surely do as much in that direction as the importance and probable profit of the proposed transaction will warrant, always bearing in mind that with all efforts the transaction may not be made, while the bill of expense incurred to facilitate it is sure to demand attention and payment. Moral: Watch your advertising expenses, and keep them within bounds.

ANECDOTES OF ADVERTISING.

A retail dealer in hats was once heard to say, at the time of paying a bill for a single city newspaper for a little more than two hundred dollars for advertising a special grade of hats: "The entire invoice of those hats was less than two hundred dollars, and this bill is less than one-fifth of the total amount paid for advertising them; yet, I am satisfied that the advertising has paid." The explanation was that the hats were peculiar—not such as were often seen, but had a certain reputation with the public. Men who habitually bought hats at other stores dropped in to look at the novelty offered, and decided, after seeing, that it was not anything specially desirable for their use, but observing that it was a first-class hat store, had the newest styles, and a greater variety than the place they had previously patronized, ended by buying a hat, although not of the sort advertised. The dealer thus made his two hundred dollars' worth of novelty sell many times their cost in other and more standard goods, and among the customers who were thus induced to make of him their first purchase, some of them doubtless continued to patronize his shop for years afterwards.

A similar experience is recalled of a clothing dealer, who advertised "all wool overcoats for nine dollars." He had the coats, and they were as stated, and well worth nine dollars; but as a matter of fact he had great lines of other goods which were worth more or possibly could be sold for less money. The promise of "all wool" was what attracted the notice of those who wanted overcoats, but when once in the store, the seeker was generally inclined to take another coat—a better one, probably, and pay, no doubt, a higher price. Yet, the coat actually sold could not have been advertised in any way which would seem to specially promise a bargain.

This dealer, referring to the advertisement which had that morning appeared, said (it was many years ago): "I had Edward Everett in here this morning before half-past nine!"

"Did he want an 'all-wool overcoat' or nine dollars?" was asked. "Yes, at what he looked for. It was his coachman. We showed him goods, and he was pleased with

them, but finally selected a better coat, and paid seventeen dollars for it."

In this case it was the "All wool for nine dollars" in the advertisement that made the sale, and possibly five hundred dollars' worth of such coats would bring so much trade as to justify an outlay of five thousand in extending the publication of the announcement which had actually proved to have the power of attracting customers.

When the last "all wool" garment was sold, the advertisement must be withdrawn, for although customers bought something else, they would insist upon first seeing the exact thing which had been promised, and were this not forthcoming, and of a quality calculated to favorably impress the would-be purchaser, he would retire dissatisfied, and could never again be induced to visit that store. Advertisers must keep faith with their patrons, and be prepared in all cases to give them exactly what was promised.

Of course, there is such a thing as advertising too much, or at too high a cost. An amusing instance is recalled where a careless business man advertised a small, tumble-down wooden house in an unpopular suburb, "For sale," telling the clerk in the city newspaper office: "Oh, let it go in 'till forbid.'" Being of known responsibility, the announcement ran day after day, week after week, until finally the insertion for more than a year had cost several hundred dollars. "I would like to arrange with you," said he, with a shrug of the shoulders, when the bill finally had to be settled, "to take the house, and give me credit for it on account."

THE ADVERTISING AGENT.

A great deal of discussion has taken place at editorial conventions of late upon the subject of "The Advertising Agent." Is not the advertising agent really a necessity to the advertiser and the average newspaper publisher? Is it not a fact that there are few large advertisers who can afford the time and expense of placing their advertisements directly with the newspapers? Every publisher can appreciate the amount of labor required in placing an advertisement with 5,000 newspapers, and the classification and checking up of each and every issue of the same. It stands to reason that a firm or company who make such business a specialty for a

ADVERTISEMENTS.

large number can do it more economically than a single advertiser. Then why assail the advertising agent?

The evil complained of by the publishers they only can remedy. All that is required is a little firmness in the matter of rates. If they will make their advertising rates themselves, and let the advertising agents understand that they can no longer dictate the same, there will be no further occasion for reading papers on "The Advertising Agent" at editorial conventions.

The advertising agent stands in the same relation to the publisher as does the buyer of any commodity to the seller. If a grocer wishes to buy fifty barrels of sugar, the standard price of which is ten cents per pound, he knows it would be folly for him to offer three cents per pound for it. Why? Because he knows he is getting it at a fair price, or at a figure that all competitors are obliged to pay for it. So should it be with advertising space. It is the publisher's stock in trade, and should have a fixed value—regulated fairly and equitably—and be sold in a business-like manner.

We believe that all honorable advertising agents would be glad to see a uniform rate adopted by the publishers of the country, based upon an honest circulation.—*The Newspaper Union.*

THE first thing to be done when you have decided to begin advertising is to find out how much money you want to spend. Don't get the idea into your head that you can make a fortune at advertising with a ten dollar bill for capital. Advertising costs money, and the better the advertising medium is, the more it will cost you.—*Terry's Art of Advertising.*

ADVERTISING is a most expensive luxury if not properly regulated, and a most valuable adjunct when coolness and calculation are brought to bear upon it as accessories.—*Sampson, History of Advertising.*

ADVERTISEMENTS should be striking, attractive and convincing. They should at once meet the eye, arrest the attention and fasten on the memory.—*Henry Sell.*

ALTHOUGH the bustle has of late been shrinking much in fashion's eyes, it still continues to prevail in dry goods stores that advertise.
—*Dry Goods Reporter.*

The best way to write an advertisement is to put down on paper what you would wish to say to the public, supposing that at that moment some one person represented the public, and you were addressing him by letter. The usual "Dear Sir," at the beginning, and "Yours truly," at the end, are omitted, also all compliment; nothing is put in but that which it will do the writer good to have the reader know, and all is said in the plainest possible words, those which have meanings so well understood that no one can make anything else out of them.

Large type does not always make an advertisement conspicuous. It should be unlike others, if it is specially desirable to have it catch every eye. Consequently, in a page filled with poster-like announcements, a card set in small caps, occupying a limited space, but having a border of paper not printed upon, might be the most noticeable of all. Some advertisers make a practice of always having blank space between the rule at the beginning and end of their advertisement, and this is always effective in making the advertisement more conspicuous; but the blank space at the bottom is not of so much importance or value as that at the top, and in no case should the blank be too great. One-half an inch, and from that to an inch, is generally enough for effective display in good taste.

Let the word you make conspicuous be one which will convey an idea. When an advertisement is so written and printed as to catch the eye of interested persons, it is sure to be read, if intelligently worded. Therefore, it is not necessary to display every word and every line; in fact, that method would defeat its purpose, for where all are brought into black type, no single word or phrase is conspicuous. Two large boys, in company with twenty-two small ones, would be much more surely noticed than when mixed in with and forming a part of a group of two dozen youths of their own size.

In selecting display words, it is worth while to get such as are easily known and their meaning plain. If of a musical arrangement of syllables, that, too, is an advantage. It has been said of the name of a world-famous restaurant-keeper that his name sounded like the bubbling of iced

champagne, and suggested good living; and of a certain jeweler, that his name in an advertisement, made conspicuous, instantly brought to the mind of a beholder all the great stores, all that can be imagined in the way of jewels, plate, sparkling glass, beautiful wares of every sort. If this is so, it is fortunate that the great establishment which has grown under this name continues to use it, for should it sometime become the property of a man with a common, one-syllable name, the value of the old trade-mark might not be appreciated, and ruin follow the abandonment of its use.

♦♦♦

**"HONESTY IS THE BEST
POLICY."**

The retail dealer who advertises in his local paper, or papers, in such a manner as to make the public believe that the goods which he offers are worth a great deal more than he asks for them, will find that many of those who call at his store will go away without purchasing, after having looked at the goods, and that most of those who do purchase will not continue to trade with him. On the other hand, if the article is a little better than the customer expected to find it, or if it is equally as good as the advertisement led him to believe, the dealer will not only make a sale to him on this particular occasion but will be quite sure to continue to sell him more or less goods in the future.

I am personally acquainted with a gentleman who, for many years, was opposed to the large department stores which are to be found to-day in all our large cities. So bitterly was he opposed to them, that he would not buy the most trivial article in one of them. One morning he chanced to glance at an advertisement in his morning paper by one of the largest department stores in the city. As he did so, his eye rested on the notice of a special sale of men's shoes, which was being held in the shoe department of the store on that day. Among other lines there were two hundred pairs of men's French kid shoes to be sold at three dollars and twenty-five cents per pair. The notice went on to state that these shoes were all custom-made, hand-sewed goods, and that no custom shoemaker in the city would make similar goods for one cent less than eight dol-

lars a pair. Now, our friend considered himself something of an expert in the shoe and leather trade, and he instantly decided to go to that store, look at the goods, tell the salesmen what a rascally set of deceivers they were employed by, and have a tale to tell about the department store for the remainder of his life. He went to the store; the shoe department was crowded, but he elbowed his way through to the counter on which the French kid shoes were displayed. His mind was filled with his high resolve to expose the swindle, but he didn't make the exposure. One look at the shoes convinced him that no custom shoemaker would sell a pair like them for a cent less than eight dollars, if for that. He was converted instantly, and at once proceeded with the greatest eagerness to find a pair to fit himself.

From that day to this he has continued to read the advertisements of that house, and to say that he knows of one department store which tells the "honest truth" in its advertisements.—*J. J. Terry, in The Art of Advertising.*

A GENTLEMAN in New York, believing that good horses abound in Vermont, may send an agent to travel through the State, and he may or may not find what he seeks, and at a satisfactory price. An advertisement in a Vermont paper, having a circulation of some thousands in that State, would be seen by many men who desire to sell horses, by others who know where, at different points, two can be had which will mate, and go well together; finally, from all his letters, he possesses more information about horses in Vermont, than possibly any other single man at that moment living. To do this he need not put his name in the advertisement if there is any good reason why he does not wish to do so. Answers can come to his post-office box, or in the name of his coachman. Letters sent in answer to an advertisement are never expected to be answered, unless more information is needed, or some negotiation is inaugurated, so no great amount of trouble is involved, beyond reading and considering the responses, and paying for the insertion of an advertisement, which, in a case like this now supposed, would be a mere trifle.

IDEAS ARE IN DEMAND.

A half-dozen of the most successful men of New York were recently asked what chance young men have to get on in the world these days. Mr. Jay Gould, Mr. Russell Sage, Mr. James Gordon Bennett, Dr. Norvin Green and Mr. Charles A. Dana said the outlook was never so good as now.

"What one quality should they possess to succeed best?" was the question asked of each.

Russell Sage replied, "Caution;" Jay Gould, "Perseverance;" Dr. Green, "Hard work;" Mr. Bennett, "Enterprise;" Mr. Dana, "Brains."

Perhaps Mr. Joseph Pulitzer, of the *World*, summed it up in the best way.

"My dear sir," he said to an applicant for a position on the *World*, some time ago, "what can you do?"

"Anything," was the cheerful reply.

"Yes, but you must certainly be able to do some one thing better than another?"

"Oh, yes," was the response. "I can write well on most any subject, am a good executive man, and am fertile in ideas."

"Oh," was Mr. Pulitzer's reply, "fertile in ideas." And he drew his chair up to his visitor, and peered anxiously into his face. "Then you are just the man I want. How many good ideas have you lying around loose that I could utilize in increasing the circulation of the *World*?"

"Oh, I could give you twenty," was the calm reply.

"Twenty!" said Mr. Pulitzer, in astonishment.

"Yes, sir, twenty."

"Well, now try it. Go home and write me out twenty good ideas or suggestions for increasing the circulation of the *World*. Send me your list tomorrow. I will pay \$100 for each idea I accept. My check for \$2,000 will be mailed to you at once if I accept them all, and I hope I can, for we need new ideas here all the time, and then we can make a permanent arrangement. I will pay \$100 a week for a good idea, and you needn't come to the office, either. Yes, I'll do more; I'll buy you a fine pair of horses, so that you may drive around the town and enjoy yourself in the park. Your fortune is made if you can do as you say."

The young man did send his ideas carefully written out, and they were promptly returned to him as worthless.

Instead of riding through the park in a luxurious coach he is now holding down a chair in a Bowery cheap lodging-house.

He possessed brass, but not brains.
—*Western Journalist*.

EDITORS of newspapers are rarely good advertisers, and as a rule do not very much believe in the value of advertising; but the publisher—the business agent of the paper—has a better opportunity to know what advertisers are doing, and accomplishing, and the publisher is therefore as likely as a man of any other class to become an extensive advertiser on his own account, for the extension of his own business. But neither editor nor publisher is a competent adviser for an advertiser. No editor was ever highly successful as an advertiser, and every publisher who has become a successful advertiser has entrusted the management of the details of that portion of his business to men who make it their business to know and do that sort of work.

NEWSPAPERS IN SPAIN.

A statistical memorandum issued lately by the Spanish Ministry of the Interior informs us that there are 1,161 periodicals (including newspapers) in Spain, appearing at all sorts of intervals. They issue a total of 1,249,131 copies, being an average of 1,075 copies each. Of them 496 are political, 237 scientific or technical, and 113 religious. The remaining 315 deal with all kinds of subjects—literary, theatrical, humorous, musical, bull fights, etc. The 496 political papers and magazines issue 783,652 copies, which would give one to every twenty-three persons of the whole population of Spain. Of these political periodicals 370, with an issue of 513,769 copies, represent monarchical opinions; 104, with an issue of 269,883 copies, support republican views. But a more detailed classification would be all but impossible, so numerous and minute are the party divisions in Spain. Madrid publishes 327 of the whole; Barcelona has 117, Seville 38, Cadiz and Valencia each 32, Alicante 30, Tarragona and Murcia each 29, Saragossa 28, and the same number in the Balearic Islands.—*London Times*.

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CHAS. L. BENJAMIN, EDITOR.
GEO. P. ROWELL & CO., PUBLISHERS.
Office: No. 10 Spruce St., New York.

PRINTERS' INK is issued on the first and fifteenth of each month. Subscription Price: One Dollar a year in advance; single copies, Five Cents. Back numbers cannot be supplied.

ADVERTISEMENTS inserted at Twenty-five Cents a nonpareil line, Twenty-five Dollars a page. First or Last Page One Hundred Dollars, each issue.

NEW YORK, AUGUST 15, 1889.

THERE are prominent instances to show that the man who has been once successful in an advertising venture is no more likely than any other person to succeed in another effort for a different object.

No advertiser has ever made a success who was in the habit of taking much advice. Advice is not to be despised or ignored, it may be listened to with respect, and acted upon when it seems good; but no one should ever be led into doing in the way of advertising what does not recommend itself as a good thing to do, or be deterred from a course of action which in his own mind he believes will be good.

IN the stock market, it is said, that ninety-nine out of every hundred speculators buy stocks and pay for them, hoping for a rise, but that the other—the hundreth man—sells what he has not got; sells short, that is, and borrows the stock to deliver, having the interest account in his favor, and as good a chance for a profit as the speculator who is long of stock, for, the chances for an upward or downward turn are equal, and stocks can be borrowed more cheaply than money. So, too, it is with advertisers. Almost all advertise something to be sold, but often a profitable business may be inaugurated by an advertisement of: "Wanted to Buy."

SOMETIMES it is desirable to advertise in such a way that the announcement shall *not* be seen. This not unfrequently is the case with legal advertisements, printed in accordance with the requirements of statute or by order of court. In a large city there are certain to be newspapers in which an advertisement is not likely to be seen.

AN advertising agency, employing a force of clerks, having connections established in all directions, engaged for years in placing advertisements, advising advertisers, sending out orders weekly aggregating many thousands of dollars, never finds that a list of papers prepared for one advertiser will so fully answer the demands of another. A new list has to be prepared every separate time, and any list offered at a fixed price for a specified space and time is looked upon with disfavor by advertisers, no matter what the price may be. It is not the price; it is not that the advertiser knows a better list or how to make one; he wants a list made specially for him, and a special price.

IT is not often that even a bold, original and successful advertiser can invent a new style or method. Watch them where you will, their work is as strongly individualized as is the hand of the artist in his painting, or the handwriting of an individual. One man repeats short sentences over and over, and covers a column or a page in saying what can be said in an inch of space. One illustrates his advertisement with a picture. One has a theory that blank space at the head is of great value to his announcement. One must always have a position among reading matter. Another will have a displayed card and nothing else. Take a paper of ten years ago, find in it the advertisements of advertisers now in the papers; if there is any material change in the method of appealing to the public, it will be found that it comes from the fact that the advertising department is in new hands.

GREEK MEETS GREEK.

Three Albany papers, the *Sunday Telegram*, the *Morning Express*, and the *Evening Journal*, figure prominently in connection with the American Newspaper Directory in a series of articles that the first-named paper has recently published relative to its own and its contemporaries' circulations.

In the latest issue of the American Newspaper Directory the average circulations of the three papers named are given as follows:

<i>Sunday Telegram.</i>	
Weekly, exceeding.....	17,500
<i>Morning Express.</i>	
Daily, exceeding.....	7,500
Sunday, ".....	10,000
Weekly, ".....	7,500
<i>Evening Journal.</i>	
Daily, exceeding.....	7,500
Semi-weekly, exceeding.....	3,000
Weekly, exceeding.....	37,500

In addition to this general rating, the Directory states that according to the publishers' statements the actual average circulation of the *Sunday Telegram* during the year 1888 was 18,809 copies; and that the average circulation of the *Morning Express* during the same period was 9,334, and that of the *Sunday Express* 12,378 copies.

Concerning the accuracy of these statements, we find that the rating of the *Sunday Telegram* and the ratings of the daily and Sunday editions of the *Morning Express* are believed by the publishers of the Directory to be absolutely correct, and on this opinion they have staked the sum of one hundred dollars.

On the correctness of the circulations accorded to the weekly edition of the *Morning Express* and the daily, semi-weekly and weekly editions of the *Evening Journal* less confidence is placed.

The *Evening Journal* is, however, accredited with the "bull's-eye" mark, the publishers of the Directory believing that that paper possesses one or all of the qualities entitling it to that distinction.

In consequence of this "bull's-eye," the *Evening Journal* of July 17 published the following article, which the *Morning Express* of the following day reprinted:

The American Newspaper Directory for 1889 has just been issued by George F.

Rowell & Co., of New York. It is everywhere recognized by advertisers, and the business community in general, as the official guide to the relative standing and value of the newspapers of the United States. In it this particular mark, called



"THE BULL'S EYE,"

because it represents a target, probably, is used to indicate the following qualities possessed by the paper so designated:

Circulation among a prosperous class of readers.

Circulation not forced, but almost exclusively among people who buy and pay for the publication because they have learned to know and appreciate its special value.

Has a subscription list of paid-up subscribers among the best of the class to the advancement of whose interests it is especially devoted.

Has a long sustained circulation among a regular list of yearly subscribers.

When the character of the circulation is to be considered, papers marked with the centered circle are to be considered as the best.

They are especially valuable for advertisers from having a rich clientele, exerting a special influence, having a long established hold upon the community, which cause them to be more thoroughly read and more highly esteemed than others.

The only paper in Albany to which the bull's eye is given is *The Journal*. There is none in Troy, none in Utica, none in Syracuse, none in Rochester, none in Buffalo, none in Cleveland, none in Cincinnati, none in Baltimore, none in Pittsburgh, one in Chicago, one in St. Louis, one in Boston, two in Philadelphia, four in New York.

With the exception of the *Brooklyn Eagle*, *The Journal* is the only paper in the State of New York, outside of the city of New York, which rectified the bull's eye.

But the publishers of the *Sunday Telegram* let not such things as these pass lightly by; on the contrary, they deposited in the National Commercial Bank, of Albany, \$1,000, payable to the mayor of that city, and on the following Sunday, July 21, they devoted a considerable portion of the first page of their paper to scoring their two "esteemed contemporaries," concluding their remarks with an offer to permit the *Evening Journal* and *Morning Express* to donate the \$1,000 deposit to any charitable organization in Albany, provided, "the said papers can prove to the satisfaction of a committee of three representative men that they have now, and had during the year past, the circulations given them in the American Newspaper Directory, and if they can also prove that the *Telegram* did not have an average circulation during 1888 of 18,809 copies." This proposition was to remain open for two weeks.

On the following Sunday, neither of the challenged papers having in the meantime replied, the *Telegram* opened

upon them again, saying that the silence of the *Journal* and *Express* was a virtual acknowledgement that they could not substantiate the circulations claimed. The sworn statement given by the publishers of the *Morning Express* to the publishers of the American Newspaper Directory, claiming for the Sunday issue of that paper an average circulation of 12,378 copies, they branded as a lie, and repeated their offer regarding the disposition of the \$1,000 deposit, if the publishers of the *Express* could prove the Sunday edition of their paper had one-half the circulation claimed.

The two weeks during which the offer of the *Telegram* was to remain open have elapsed, and neither of the challenged papers have replied. Why they have remained silent they alone know. We can but surmise their reasons.

Of the merits of the case we shall not presume to judge; but it seems to us that explanations are in order.

“You deal with these papers so much and all the time, of course you can tell in an instant exactly what you can do.”

This remark, in substance, is one which an advertising agent hears repeatedly from an advertiser, but it is not a true statement of the facts.

The agent never knows exactly what he can do until he has done it; and that which was done yesterday or this morning cannot be safely promised duplication.

The man of much experience can tell nearer what can be done than can he who has had little or none, but he that knows least is the most confident in his powers and most profuse and liberal in promises and assertions. A work might be written on the power of ignorance, for surely many a man has attempted through ignorance what would be deemed impossible by him had he known the past efforts in the direction he will travel; but, pushing on in the midst of his ignorance, fearing nothing because knowing nothing of his dangers, he has pushed through to something very like success before he has ever learned that success has been proved impossible.

REVISION OF ADVERTISEMENTS.—Correct with care, if thou expect to write anything which shall be worthy of a second perusal.—*Horace*.

WHAT THREE MILLION DOLLARS WOULD DO.

There are sixty millions of people in the United States, and allowing the usual estimate of five persons to a household, we have twelve millions of families.

Let it be supposed that an ingenious inventor has produced an article of so much utility that in his opinion every family will have use for one. Let us suppose that a fair price at retail for this desirable article would be one dollar, and that it can be manufactured for twenty-five cents, if made in great quantities. It must be brought to the notice of purchasers, for it is a new thing and no one will buy who does not know of its existence. It may be carried about from house to house by an agent or a peddler, or it may be exposed for sale at the stores—either dry goods, grocers', druggists', or others. The retail dealer must make, let us say, 30 per cent, so 70 cents is the amount he will pay for each. He buys of a wholesale agent, who must make, let us say, 20 per cent, or 14 cents, on each, bringing the cost to him down to 56 cents. He buys of a general agent, who, controlling the whole trade, can manage it for, say 10 per cent; so that he may pay the inventor a full 50 cents for every one of the newly-made necessity which goes abroad. Consequently, if such a demand is secured as will induce the sale of one of these articles in each of the twelve million families, it will produce twelve million dollars to the peddlers or the retailers. These will pay less than nine million to the wholesalers, and these less than seven million to the general agent, and he, retaining a large portion of the odd million for his services, pays over to the inventor six million dollars, of which exactly three million goes to the manufacturer to defray the cost of production, and a like sum—three million of dollars—will remain in his hands as profits. Now, if this new article is so good that every family must have it, and we will suppose it is not of a nature to last for ever, that it is liable to be lost, broken, spoiled, used up, or in some way disposed of, so that it must be renewed as often, let us say, as once a year, consequently there would be a yearly recurring profit to the fortunate inventor of three million dollars; but before this can begin the new article

must be brought to the notice of the twelve million families. There are in the United States seventeen thousand papers, and three million dollars used to subsidize these would permit of the payment of nearly two hundred dollars to each. In more than half of these newspapers a full column for an entire year can be secured for the insertion of advertising matter for less than one hundred dollars each. This would permit an average price of three hundred dollars being paid to the other half of the papers. These would cost a price varying from but little exceeding one hundred for some to much exceeding ten thousand dollars for others; but the three million dollars would be more than sufficient to procure the insertion of the full column advertisement all the year in all the newspapers published, and pay each so liberally that the editor would be quite willing to print such editorial endorsement of the article to be sold as the value of it, taken in connection with the extraordinary energy with which it was being pushed into notice, would warrant. Can any one doubt that, with so much advertising, the sale would be equal to at least one to each family? If this is accomplished, the business has sustained itself the first year, and for the second no advertising is needed; for no one needs to be told about what everybody knows, and one in each house for a year has made every living soul familiar with the merits of the new invention, and all the profits of succeeding years may be invested in new houses, horses, champagne, and a good time generally. Such is the possibility of a thorough pushing of an article retailing for no more than a dollar, and contemplating no greater sale than one to every fifth person once in twelve months.

ECONOMY OF LONG-TIME CONTRACTS.

An advertiser who will make customers of all the people in the city, the State, or nation, must make his advertising contracts with sense and judgment. Every paper has a value; there is none which cannot be of some service, and none so valuable that it cannot be dispensed with if its price is in excess of its capacity to benefit. Some papers have fixed prices—so much a line for each and every insertion, no

matter how long the time and large the space; but the number of this sort is so small, and the usual reduction for large contracts so considerable that, as a rule, it may be said that all contracts for advertising must be by the year. It may be set down as an established fact—taking any large line of newspapers—that the cost of three months' advertising will not amount to more than twice the price of one month, and for a year no more than four times the lesser amount, *i. e.*, twelve months' service can be had for twice the cost of three months. It may be true that there is a special value in times and seasons, but a yearly contract covers all periods, all seasons, and with the above facts about cost in view, it cannot but be apparent that the yearly contract is wisest. Publishers are human, and the best contracts can be made with them in dull times. Thus August or February is a better time for putting out a line of yearly contracts than the two or three weeks before Christmas would be. It is best to let it be understood that you are ready at all times to place a contract, if the price is satisfactory; but that you are never in any hurry, and can wait for a good rate.

A SUCCESSFUL ADVERTISER

Thomas Holloway commenced to advertise about the year 1837; he then introduced his pill and ointment to the world. These specialties were placed before the public under the auspices of some of the most distinguished names connected with the healing art; yet they were received at first with but little favor. But Thomas Holloway did not suffer his energy to be easily daunted; he went on advertising, not only with determination, but judiciously and carefully, and in the end succeeded in creating for his preparations a reputation which was recognized throughout the United Kingdom.

This might have satisfied a moderate ambition, but it was a frequently uttered aspiration of Mr. Holloway's, that he would be content with nothing less than girdling the globe with the knowledge of his remedies. Time rolled on, and from the hitherto unthought-of expenditure of £5,000 in annual advertising, he increased that outlay to £10,000 in the year 1845. In 1851 he was spending £20,000 per annum. In 1855 it had risen to

£30,000, whilst in 1862 it reached the then almost incredible amount of £40,000. This sum was expended in advertising his medicines in every available manner throughout the four quarters of the globe. His circulars are printed in almost every known tongue. The courageous and persevering advertiser reaped the full reward of his bold venture. He had the essential qualities for obtaining success by means of advertising—faith, tact and pluck. He knew the seed he was sowing at so vast a cost must bring abundant fruits.

Few, indeed, have this faith so strongly in them; many, indeed, glancing through the mass of closely-printed matter in the advertising columns of our newspapers, are inclined to think that any given announcement stands about the same chance of being read as the oft-quoted "needle in a bundle of hay" does of being found. They are wrong—facts prove them so.—*Successful Advertising.*

PREFERRED POSITIONS.

A practice has grown up among advertisers of bargaining for special positions in newspapers. One secures a place under the "market reports." A banker bargains for the first position after the "money article." "To follow reading matter, and stand next to a full column of reading matter" is a position often insisted upon. To go in "as reading matter" is often the condition, and if too many of these announcements are so taken by a publisher the end had in view is defeated, making a collection of puffs which a reader soon learns to recognize, and skips. So has come about the specification to go in among "pure" reading matter, or not to be next any other advertising paragraph, or matter for which payment is accepted. Some amusing instances of an ingenious effort to please advertisers and at the same time protect readers, may be found in the columns of country weeklies. "Phun and Physic" is a not uncommon heading for a column beginning with a joke, followed by a patent medicine puff, and so on, alternating down the entire column, more or less.

It is not at all worth while to discuss the morality of treating one customer better than another, by extending fa-

vors to one which another cannot have. To treat every customer alike, and keep the reading matter exclusively for news and the actual selections of the editor, is to make a high class journal, and the editor who does so gains an advantage proportioned to his ability, honesty and the confidence with which he inspires the public, while he who will sell what he has—space, position, opinions, everything—comes in time to be known at his actual value; but it does not follow that it may not be considerable. Without doubt it is more manly and honest for an advertiser to say what he has to say in a straightforward advertisement, conspicuously shown to be such, and bearing his name as a sufficient voucher that his promises will be held good; but the success of many who pursue another course shows that there is something to be said for their methods.

BALTIMORE, Md., July 22, 1889.

"PRINTERS' INK," in all forms, is a necessity to the Fertilizer business, so I enclose my \$1.00 to get it in the compact and interesting form you furnish it. Yours truly

W. S. POWELL.

PRINTERS' INK is the spiciest, brightest journal of the kind that reaches us.

J. R. HOLCOMB & Co.

Cleveland, O., July 13, 1889.

SUGGESTION FOR THE UTILIZATION OF PRINTED POSTAL CARDS.

If you have ever had occasion to use in your correspondence printed forms, and have utilized the backs of postal cards for the purpose, you are probably aware that when the occasion for which the cards were printed has passed there are generally some of the cards still left on hand. These, if they were few, you have perhaps destroyed; if many, you stored them away in some dusty pigeon-hole, where they have since remained, accumulating perhaps by occasional additions to their number.

Such was the case recently with a New York firm. In the course of time between six and seven thousand postal cards had accumulated—useless because of the printing on their backs. As they represented an outlay of sixty or seventy dollars, it became an object to utilize them. But how?

"Necessity is the mother of invention!" A little thought, and the cards

were dispatched to the nearest printer's, with instructions to bronze the backs. In a day or so they were returned, the obnoxious printing obliterated, and the backs of the postals sparkling like plates of beaten gold. The cost of bronzing was \$3.50 a thousand, a saving of \$6.50 on every thousand postals that would have else been useless.

On the bronzed surface may be written or printed other messages, and, by the way, wouldn't the recipient of such a card be apt to give it more than a casual glance?

Herein may lie a point for advertisers.

News and Notes.

Switzerland has 812 periodical publications, or one to every 3,500 inhabitants. The same proportion prevails between the inhabitants and publications of this country.

The special agent of the Census Bureau, to collect the statistics of cotton manufactories of the United States, is Mr. Edward Stanwood, of the *Youths' Companion*.

We have just received an unusually artistic issue of the *Richfield News*. Judging from its contents, the *News* must be one of the Richfield Springs' most attractive features.

The Tennessee Press Association, by way of change, held their nineteenth annual meeting on a steamboat chartered for the occasion. The convention and voyage lasted six days.

The comic weekly, *Judge*, having erected a fine building on the corner of Fifth Avenue and West Sixteenth Street, is now forcibly impressed with the necessity of moving the Post-office uptown also. Why didn't *Judge* think of this when they were within a stone's throw of the Post-office.

The battle of the big advertisers, says the *American Bookmaker*, grows keener and more interesting every day. For once the great Pears has been beaten in the advertising line. Everyone knows the now famous advertisement, "Good morning; have you used Pears' soap?" The other day one of the big dailies had the following immediately opposite this particular announcement: "Yes; but Cleaver's is better. Good evening!"

Mr. Thomas H. Evans, who, for several years past has attended to the advertising department of *Judge*, will hereafter represent the *San Francisco Chronicle* as Eastern agent.

An Indianapolis firm head their advertisement thus:

H U G

Pleasant, profitable, everybody likes it. We will inaugurate it.

The romance is taken out of the head lines by the announcement that follows—being no more than a notice of "A Hosiery, Underwear and Glove Sale."

Mr. S. C. Williams having resigned his position as Eastern representative of the *Pioneer Press*, Northwestern Newspaper Union and Dakota Newspaper Union, Mr. A. Frank Richardson, the well-known special advertising agent, has been appointed his successor, and will retain the office occupied by Mr. Williams, Room 13, Tribune Building, New York City.

The publishers of the *American Garden* state, in a recent circular, that during the past four or five years they have been offered six other publications in the same field as themselves, which publications, while claiming circulations from 25,000 to 100,000 copies, actually had from 2,300 to 30,000 only. The *American Garden* doesn't feel that it is competent to compete with its contemporaries in this direction, and is consequently silent regarding its own circulation.

The seventeenth annual convention of the North Carolina Press Association was held at Lenoir, N. C., on July 24th and the day following. About thirty members were present. Various topics of interest to newspaper publishers were discussed, and officers for the ensuing term elected. The delegates appointed to attend the convention of the National Press Association, which meets in Detroit on August 26, are Josephus Daniels, of the *Raleigh State Chronicle*; W. E. Christian, of the *Charlotte Democrat*, and T. B. Eldridge, of the *Lexington Dispatch*. The newly-elected president, W. W. McDairmid, of the *Lumberton Robesonian*, and the secretary, J. B. Sherrill, of the *Concord Times*, are delegates by virtue of their office.

THE
Three Telegrams
OF
Known Circulation.

The combined weekly issue being

Over 242,000!

Covers all the interior Cities and Towns of the

STATE OF NEW YORK

And a very large portion of

THE STATE OF PENNSYLVANIA.

Elmira Telegram, - - - 165,892

Harrisburg Telegram, - 42,000

Albany Telegram, - - - 35,000

Read by

OVER ONE MILLION PEOPLE

Every Week.

A. FRANK RICHARDSON,

SPECIAL REPRESENTATIVE,

567 The Rookery, Chicago. 14 & 15 Tribune B'l'd'g, N. Y.

ALWAYS IN THE LEAD!

The Best Local Reports;
The Best Special Writers;
The Best Telegraph Service;
The Best Political News;
The Best Editorial Reviews;
The Best in Everything.

THE CALL continues as in the past at the head of all San Francisco newspapers.

THE
SAN
FRANCISCO

SWORN CIRCULATION.

Daily... 45,360
Sunday... 48,680
Weekly... 21,500

MORNING CALL

(ESTABLISHED 1856),

—33 years ago, and its circulation is not of the mushroom kind, but the steady growth of years that brings with it the *character, standing and influence* that make a newspaper valuable to advertisers.

That the MORNING CALL is beyond question *The Family Newspaper* of San Francisco is best attested by the many letters in our possession from the leading firms of San Francisco. We append a few. They speak for themselves:

J. J. O'BRIEN & CO.,

DRY GOODS IMPORTERS.

SAN FRANCISCO, Sept., 1888.

Having been a continuous advertiser of the MORNING CALL for the past twenty odd years, we beg to state that we have at all times considered it the best medium used by us for advertising purposes. Result and observation satisfy us that it circulates in the home circles to a greater degree than any other newspaper printed on the Pacific Coast. This is so confirmed that we rely almost wholly upon its columns for whatever part of our success in business is dependent upon newspaper advertising. At the present time we are using its columns to the extent of \$30,000 per year.

J. J. O'BRIEN & Co.

M. J. FLAVIN & CO.,

THE I. X. L. STORES.

SAN FRANCISCO, Sept., 1888.

We take pleasure in stating that the MORNING CALL is one of the best advertising mediums on the Pacific Coast, if not the best. The above facts we prove practically when

we state that we hardly believe that we have been out of that paper three consecutive days in seventeen years.

M. J. FLAVIN & Co.

KEANE BROS.,

DRY GOODS IMPORTERS.

SAN FRANCISCO, Sept., 1888.

Having used the columns of the MORNING CALL very extensively for a number of years past, we desire to testify to its effectiveness as an advertising medium. Its general circulation among the public, and principally in the homes of all classes, commends it to all judicious advertisers.

KEANE BROS.

CITY OF PARIS

DRY GOODS EMPORIUM.

SAN FRANCISCO, Sept., 1888.

We desire to state that for many years we have used the columns of the MORNING CALL as a medium to reach the homes of all classes in the community. We value it as one of, if not the very, best advertising mediums in California.

G. VERDIER & Co.

If you want to reach the HOMES of the people of California, don't fail to advertise in

THE SAN FRANCISCO CALL.**EXAMINE THE PAPERS,****VERIFY THE FACTS,****GIVE IT A TRIAL,****AND TEST ITS VALUE**

NEW YORK OFFICE:
90 POTTER BUILDING.

F. K. MISCH,
EASTERN MANAGER.

Miscellanies.

A London correspondent says that the queen "wears no large stones or flashing gems." Coincidentally, we may remark that it is the same way with us, though the probabilities are that the queen gets the biggest salary.—*Norristown Herald*.

Young Author—Doctor, if I can't get some relief from writer's cramp, I shall have to give up my literary work. I have come to you for advice.

Doctor (who has read some of his literary work)—My young friend, quit writing entirely, and relief not only instantaneous but widespread will follow.—*Craftsman*.

Mr. Giltedge—Oh, yes, while I was abroad I lost several thousand dollars at *baccarat*.

Mrs. Mushroom—You don't say? Why didn't you advertise in one of the *Baccarat* papers? Perhaps the fellow that found it was honest enough to return it, if he'd known who it belonged to.—*America*.

Old Resident—Young man, you are about to start a weekly paper here?

Journalist—Yes, sir.

Old Resident—And I suppose you have come to stay?

Journalist—Yes, sir.

Old Resident—Well, take the advice of one who has seen the rise and fall of seventeen weekly papers in this town.

Journalist—I will, sir; what is it?"

Old Resident—Don't say in your salutatory: We have come to stay.—*Ex.*

Editor—Got a man in your town over 100 years old, eh?

Caller—Yes, sir.

Editor—Saw a cord of wood before breakfast, walks twenty miles a day, and reads the finest print with ease, I suppose?

Caller—No, sir; he's very infirm and half blind.

Editor—Humph! I guess he can't be over eighty.—*New York Weekly*.

"Is humor hereditary?" asks a writer. It may be or it may not, but if the cynics are to be believed, most modern newspaper humor is inherited.—*Somerville Journal*.

Obituary Editor—How about the notice of the Hon. Snufftout? Good man. Worth three sticks.

Managing Editor (after a query through the speaking tube to business office)—Give the deceased five lines. I find that the corpse don't advertise with us.—*Pittsburgh Bulletin*.

Mrs. Shoddy—I have called to tell you that you need not send us your paper any longer.

Editor—Very sorry to lose you. Don't you find the paper to your liking?

Mrs. Shoddy—Oh, yes, the paper is all well enough, but I—

Editor—I trust that nothing in our policy jars upon your sentiments?

Mrs. Shoddy—No; but the fact is, bustles are out of style, and I have no further use for it.—*America*.

"Why are you never accused of misrepresenting eminent men in your reports of speeches and interviews?"

Experienced Reporter—Because I don't print what they say, but what they ought to say.—*Orange Judd Farmer*.

Editor—By the way, Mr. Jenkins, are you the author of the expression, "the italics are our own," which you have made use of in commenting on this extract from the *Bugle*?

Mr. Jenkins—N-no, sir, I cannot say that I am. I consider it a very good idea, though, myself.

Editor—Oh, certainly, it keeps people from thinking that we might have borrowed our italic type from some other office.—*Paper and Printing Trades Journal*.

New York Reporter—How does your Excellency like America and its great institutions?

Hadjji Hassein Ghooly Khan Motamed el Vaar, Envoy Extraordinary and Minister Plenipotentiary from Persia to the United States (just stepping off the gang plank)—Ah, mercisalaam—no spik Ingles.

And this is the way the reporter wrote out a portion of his interview:

"His Excellency expressed his delight with America and the evidences of prosperity and civilization which he had witnessed, and took special pains to remark to the representative of the *Hurled* that the *New York Hurdled* had the largest circulation of any paper in Persia, and he was gratified to learn that the circulation in the United States exceeded that of all other newspapers combined."—*Springfield Union*.

"Is Colonel Carter in, sah?"

"No, sir. He went down to see the editor of the *Press* about three hours ago."

"Was he going to stay?"

"I guess not. He was pretty mad when he left here."

"What conclusions, sah, have you arrived at concerning his absence?"

"I have about concluded that he found the editor in."—*Time*.

"Do you know why the chimney flue?" he asked, as he dropped into the visitor's chair. We didn't answer verbally, but we know why he tried to fly as we reached for the lever above the desk. But he was too late. There was a crash, a yell, a mangled form was thrown in the alley, a gong struck, and three figures appeared on the wall. Then all was silent. Our Surepop Spring Poet and Crank Exterminator had registered its 131st victim and wound itself up for the next.—*Time*.

SOME COMING NOVELS:

"Whiskey Straight," by the author of "Which Shall It Be?"

"The Siamese Twins," by the author of "An Unnatural Bondage."

"On a Chicago Farm," by the author of "Far From the Madding Crowd."

"A Boiled Egg," by the author of "Bad to Beat."

"Dandy Rivers," by the author of "Daisy Brooks."

"The White Horse," by the author of "Red as a Rose is She."—*Terre Haute Express*.